MODERN

PLASTER

ORNAMENT



BOOKIIA

COPYRIGHT 1931



Digitized by

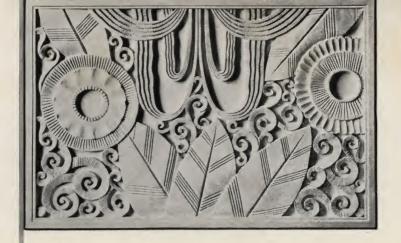
The Association for Preservation Technology International

For the

Building Technology Heritage Library

http://archive.org/details/buildingtechnologyheritagelibrary





MODERN ORNAMENT FROM OUR CHICAGO STUDIOS ~ ~



ARCHITECTURAL DECORATING CO.

CHICACO

APPROVED ORNAMENT

certain to give satisfaction + +

We are pleased to present to architects, contractors and others interested in building, this portfolio of Moderne

Plaster Ornament. The various subjects in this portfolio have been selected from the most recent modern ornaments produced in our Chicago Studios. Here you will find not one type of ornament but a variety to suit the individual taste of the designer.

With the issuance of this portfolio, we wish to announce to the building public the retention of Professor Rexford Newcomb, of the University of Illinois, as Professional Advisor to our Chicago Studios. Mr. Newcomb is Professor in History of Architecture at the University of Illinois and is the author of many well known architectural books. He will act as an advisor and consultant with our designers to insure the clients of the Architectural Decorating Company approved design of authenticity and beauty. This is just another step on the part of the Architectural Decorating Company to offer the most thorough service possible in the Plaster Ornament field.

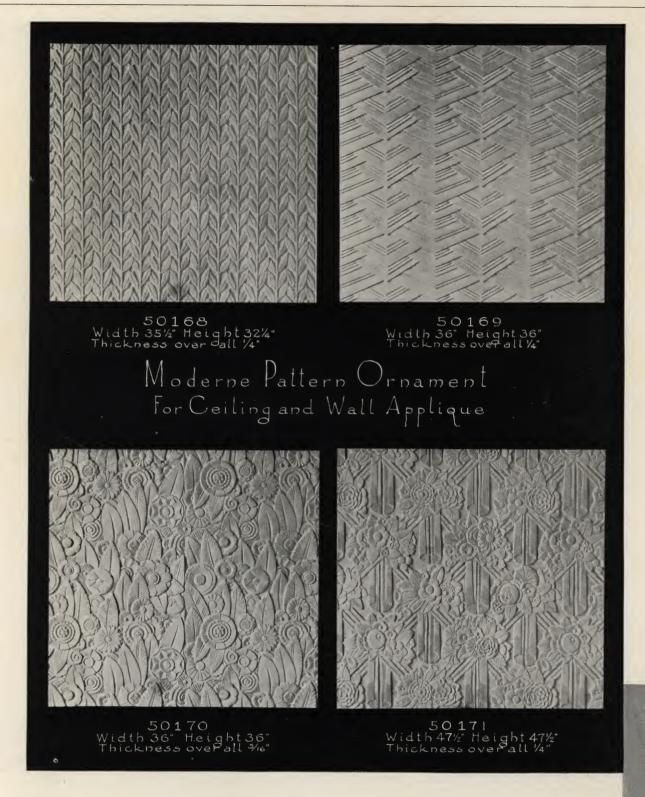
How to Use This Book

Familiarize yourself with this book and many interesting ways to use these new and brilliant ornaments will suggest themselves. Towards

the back of the book will be found an index with prices. It is hoped that this book will prove a helpful tool in designing and creating interiors of good taste in the modern manner.

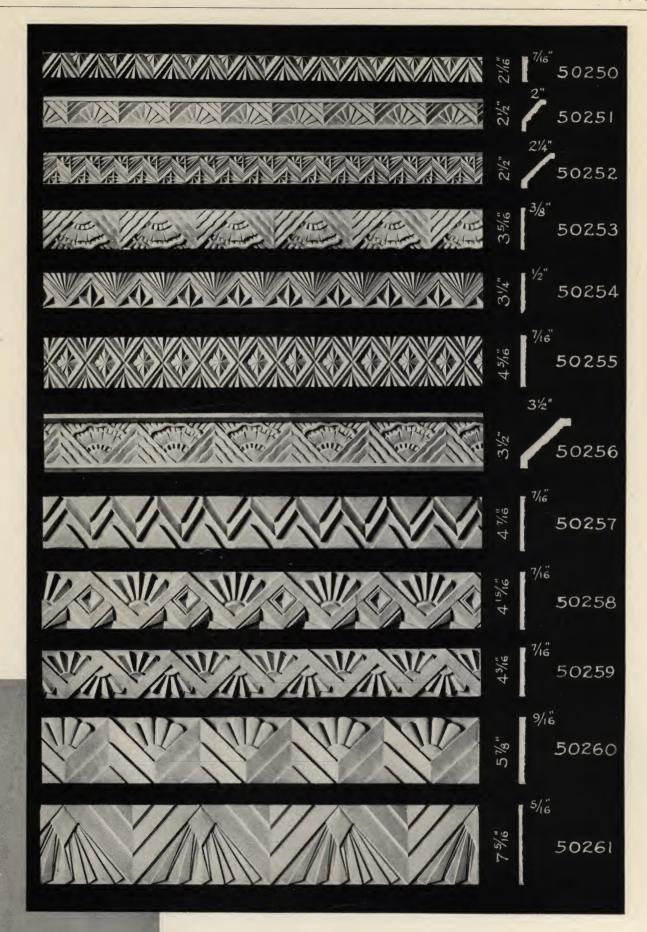


Central National Bank, Richmond, Virginia. John Eberson, Architect

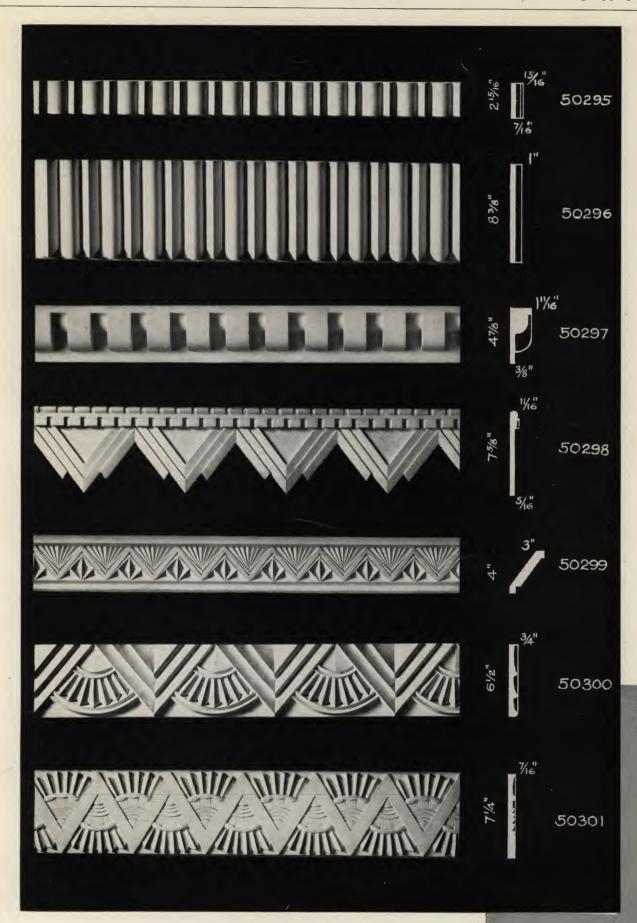


The above modern pattern ornament is designed for ceiling and wall applique. Especially is it adaptable for use on small vestibule ceilings and for spandrels. This ornament will be found unusually effective when used in panels where a modern note is desired.

For prices turn to page 30



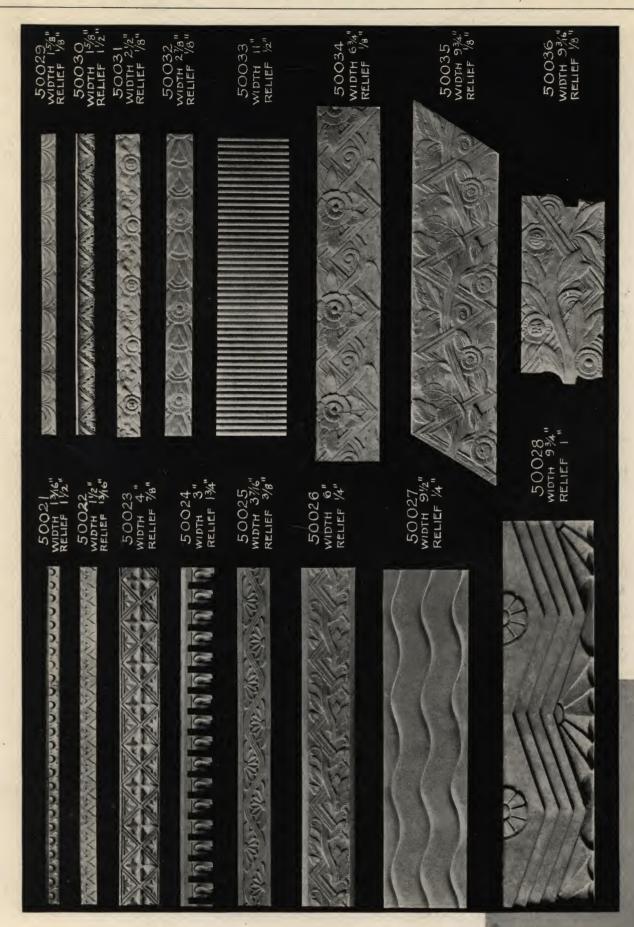
For prices turn to page 30



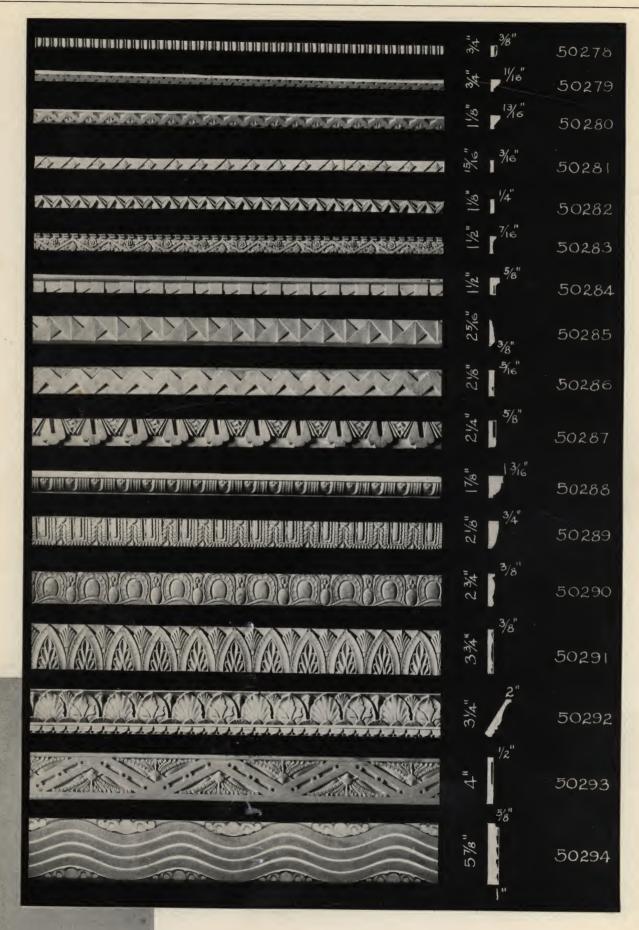
For prices turn to page 30



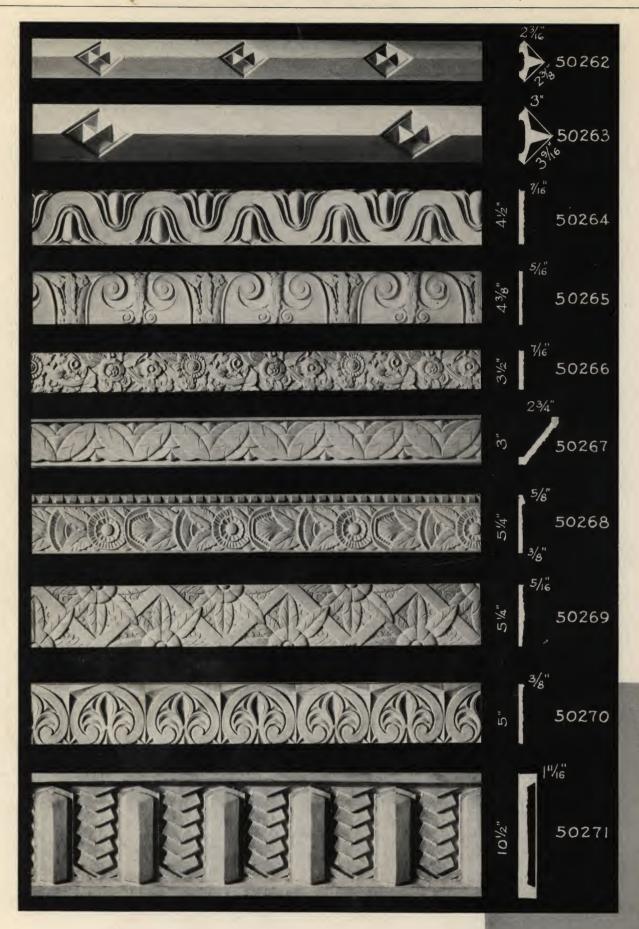
For prices turn to page 30



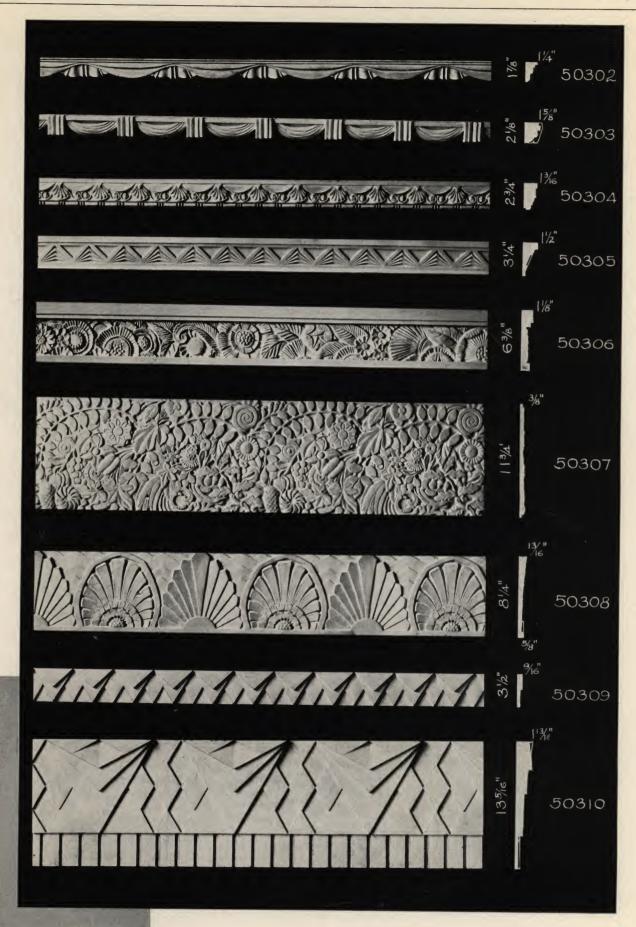
For prices turn to page 30



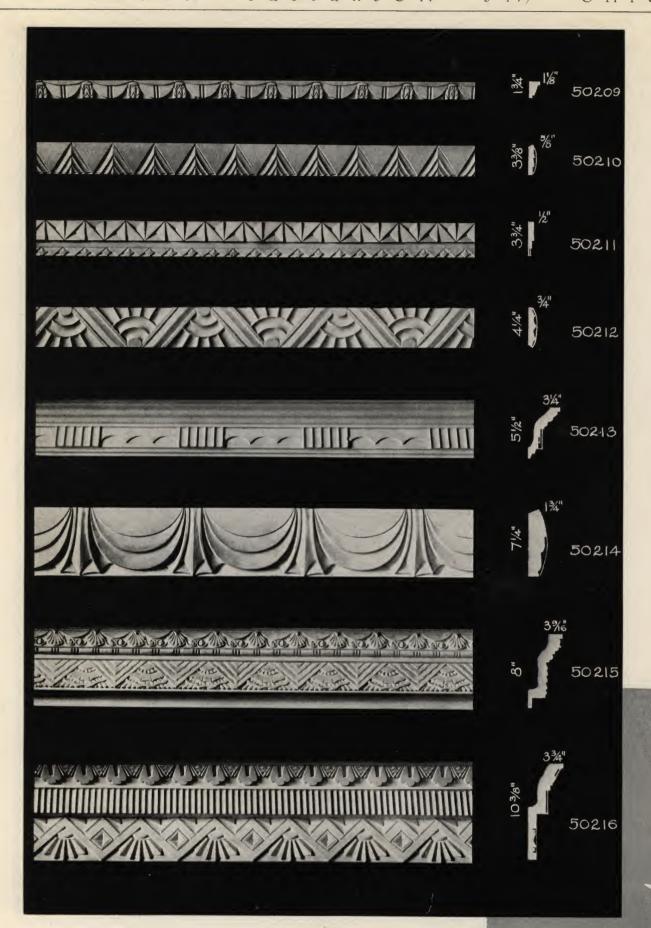
For prices turn to page 30



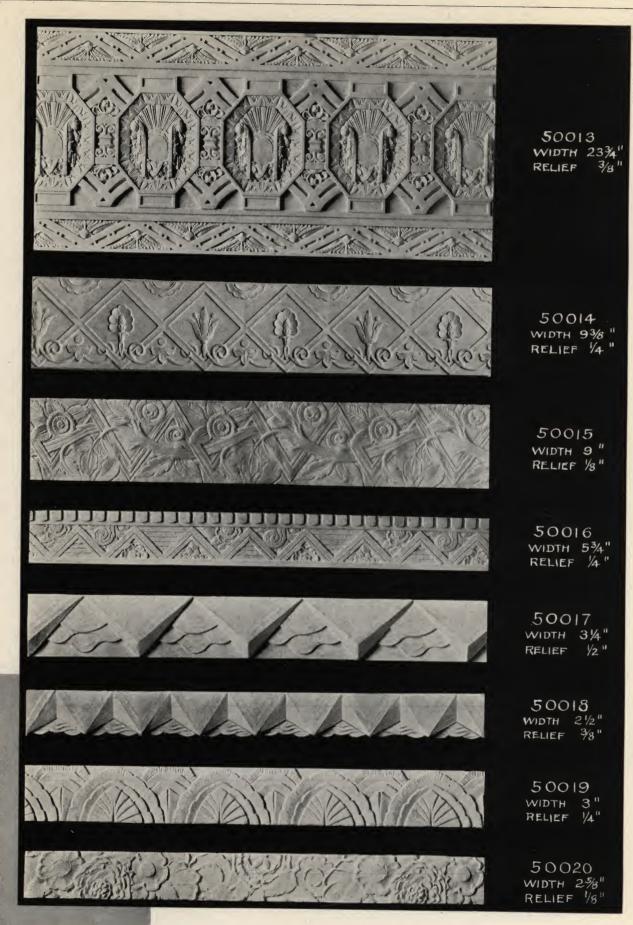
For prices turn to page 30



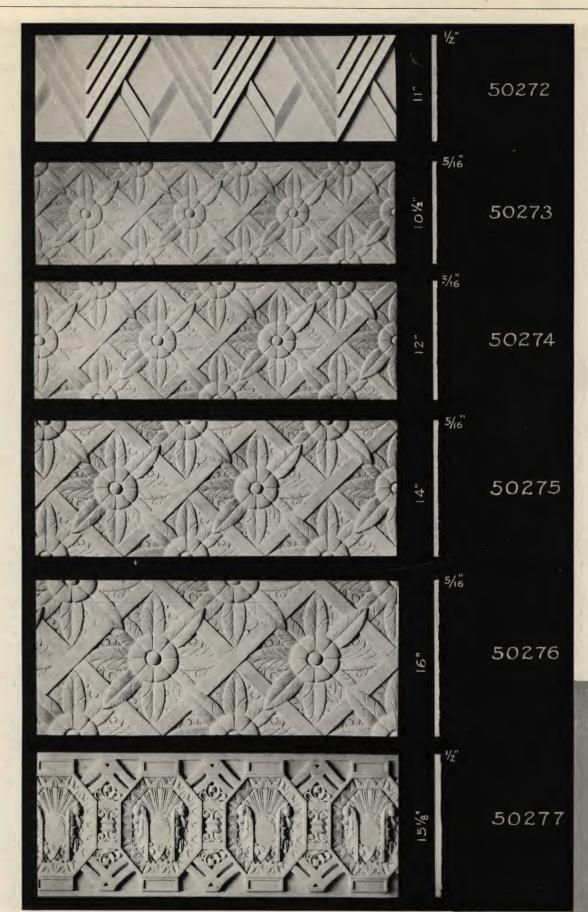
For prices turn to page 30



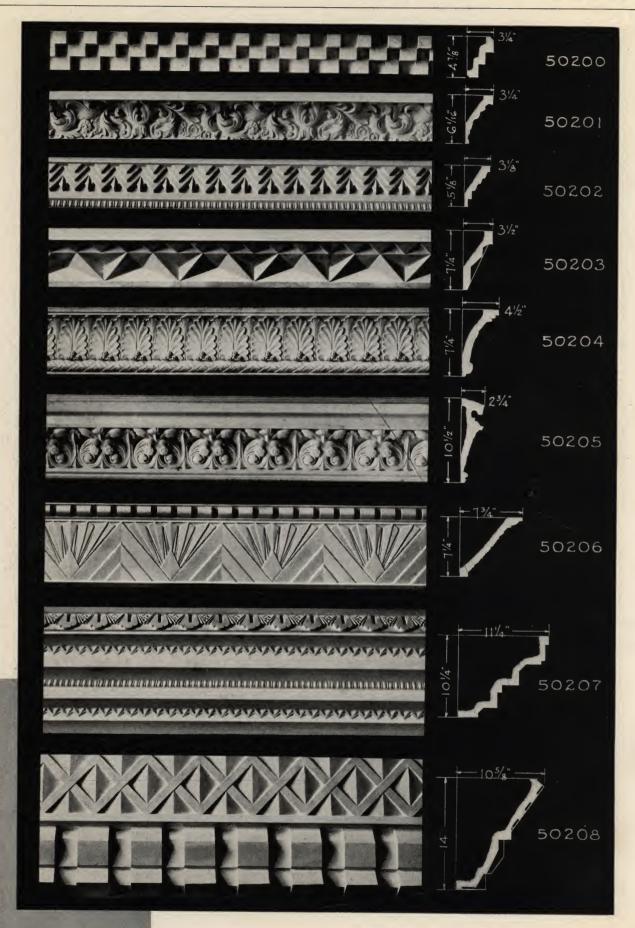
For prices turn to page 30



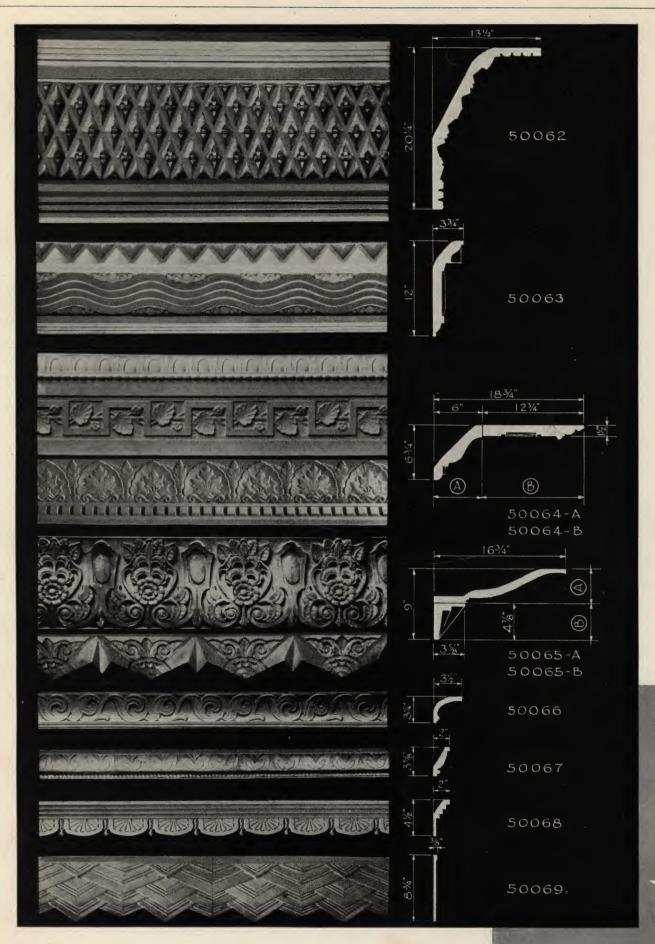
For prices turn to page 30



For prices turn to page 30



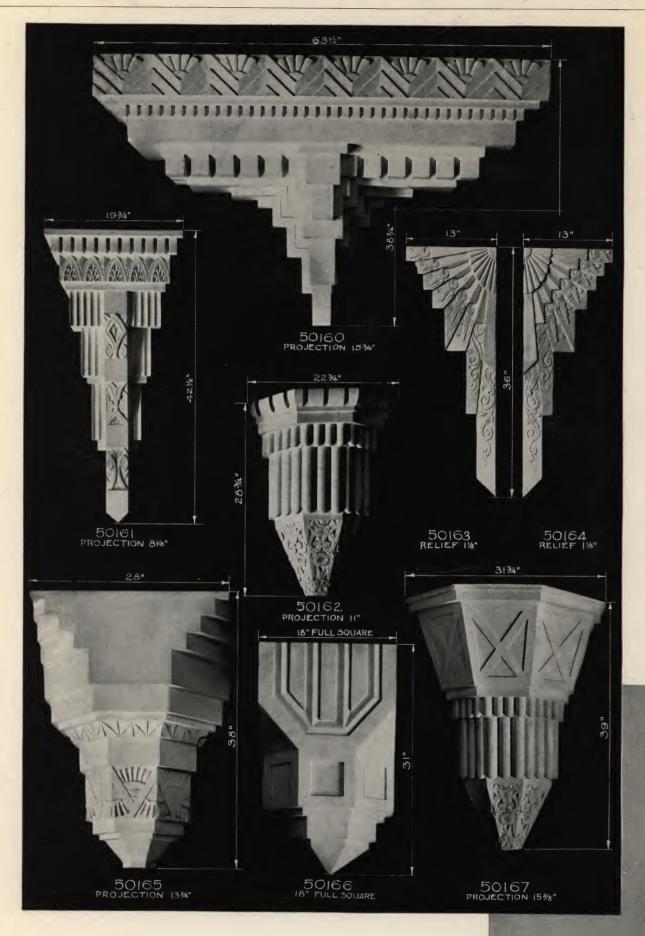
For prices turn to page 30



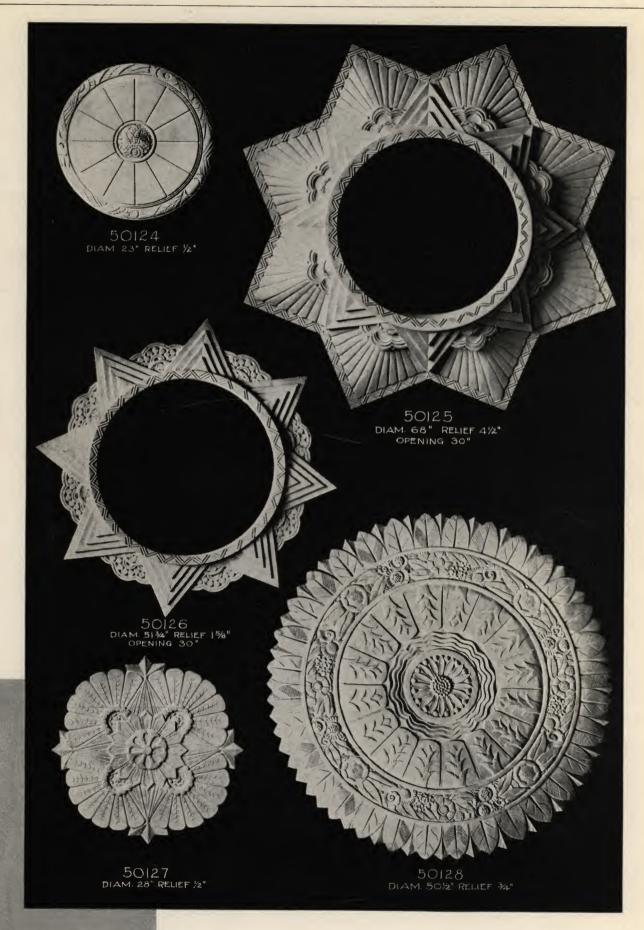
For prices turn to page 31



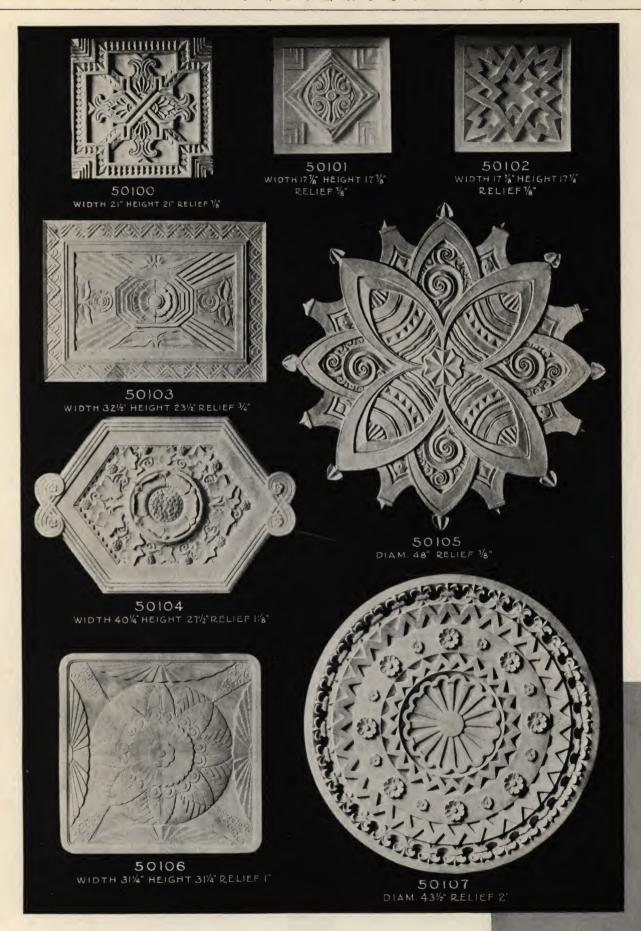
For prices turn to page 31



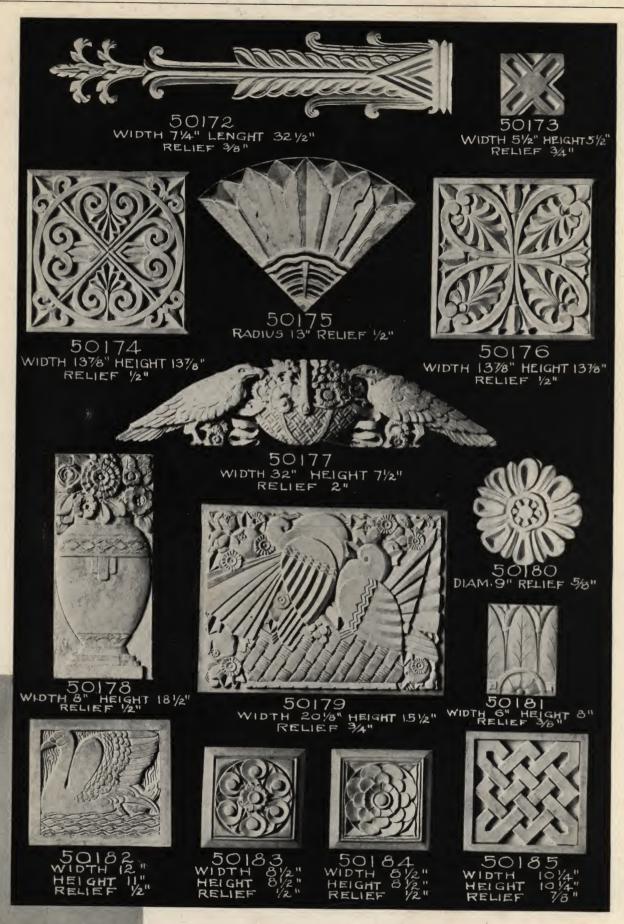
For prices turn to page 31



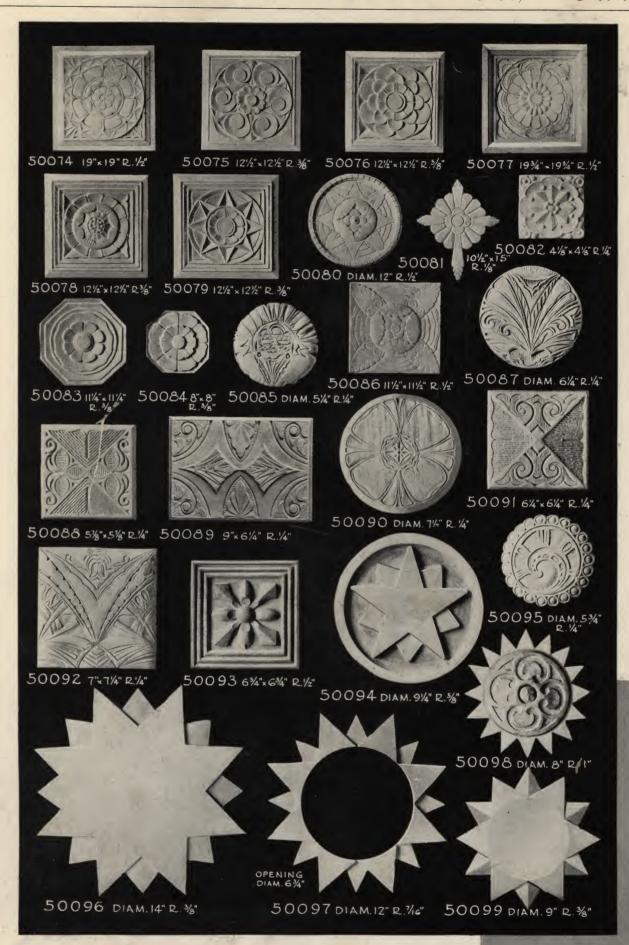
For prices turn to page 31



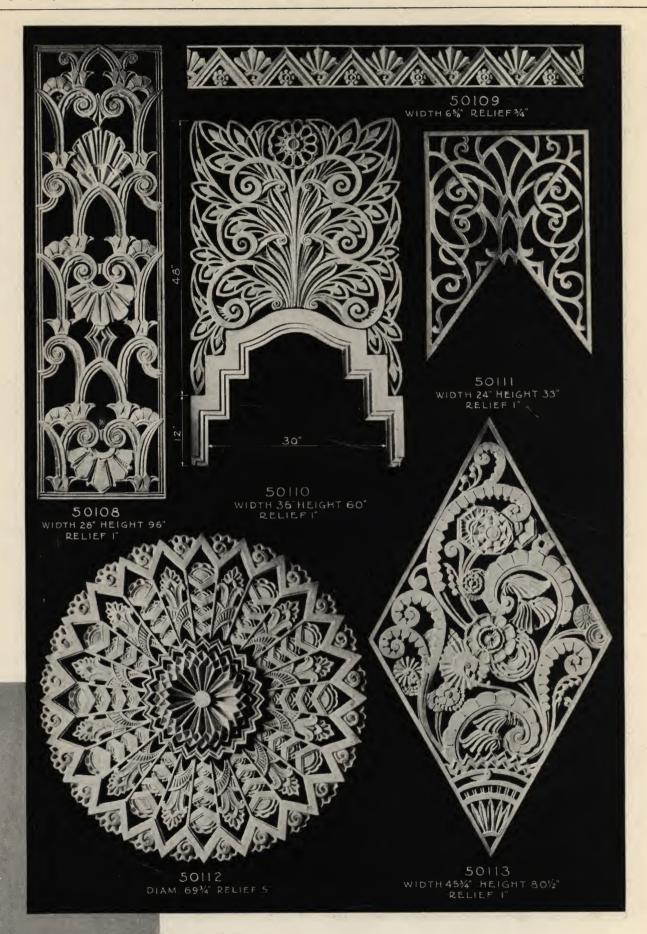
For prices turn to page 31



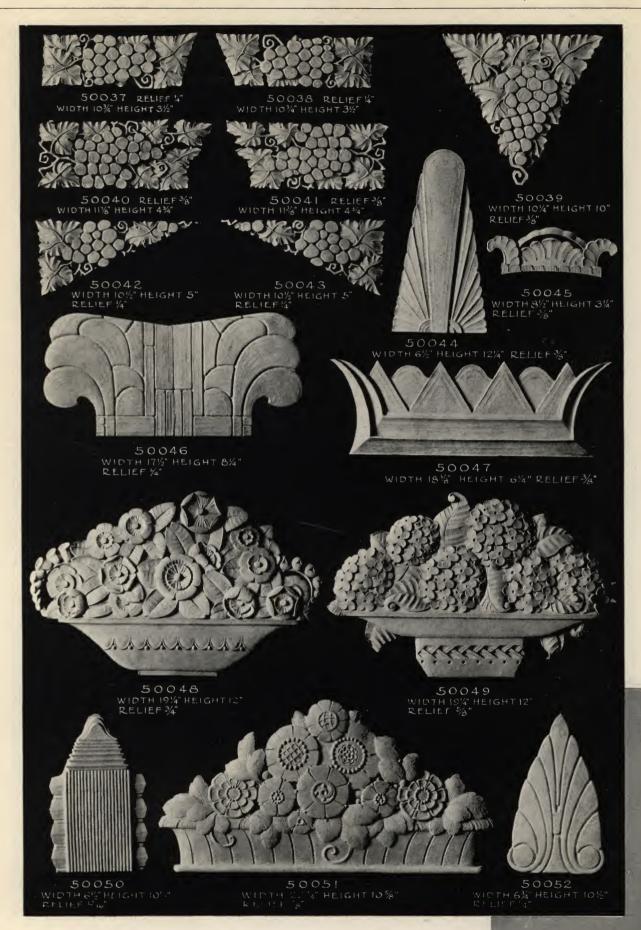
For prices turn to page 31



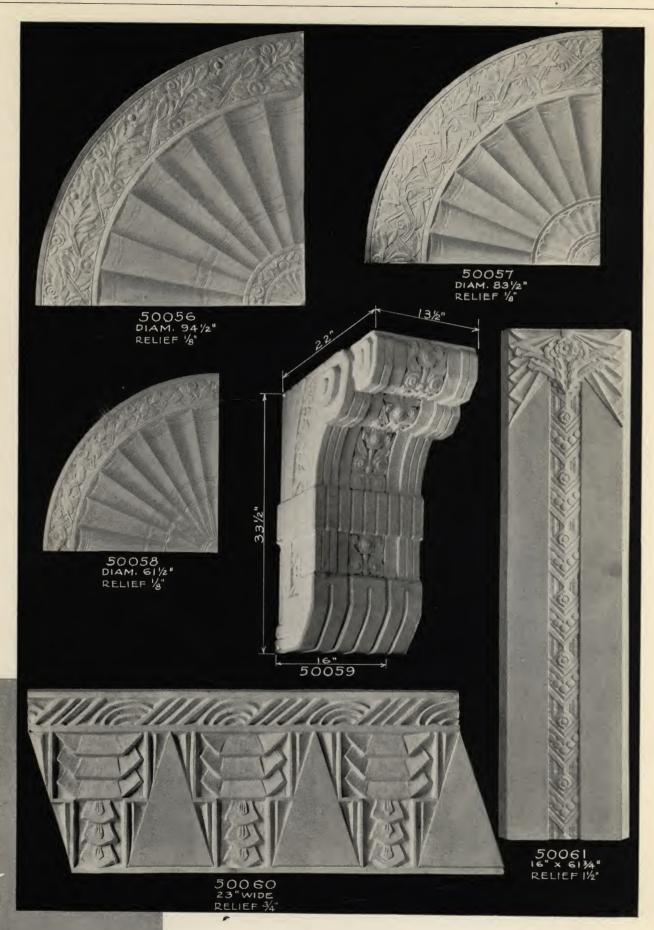
For prices turn to page 31



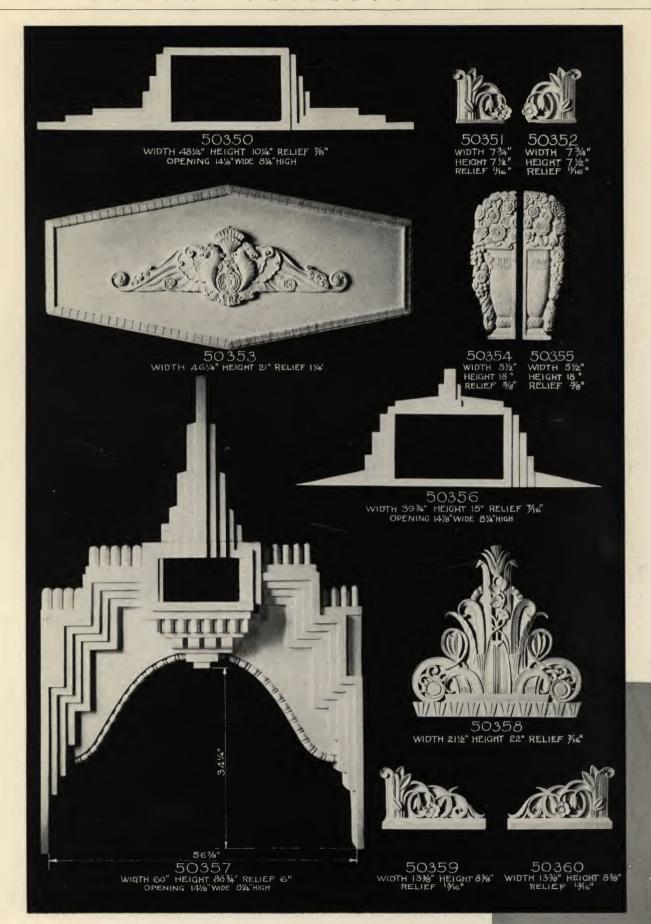
For prices turn to page 31



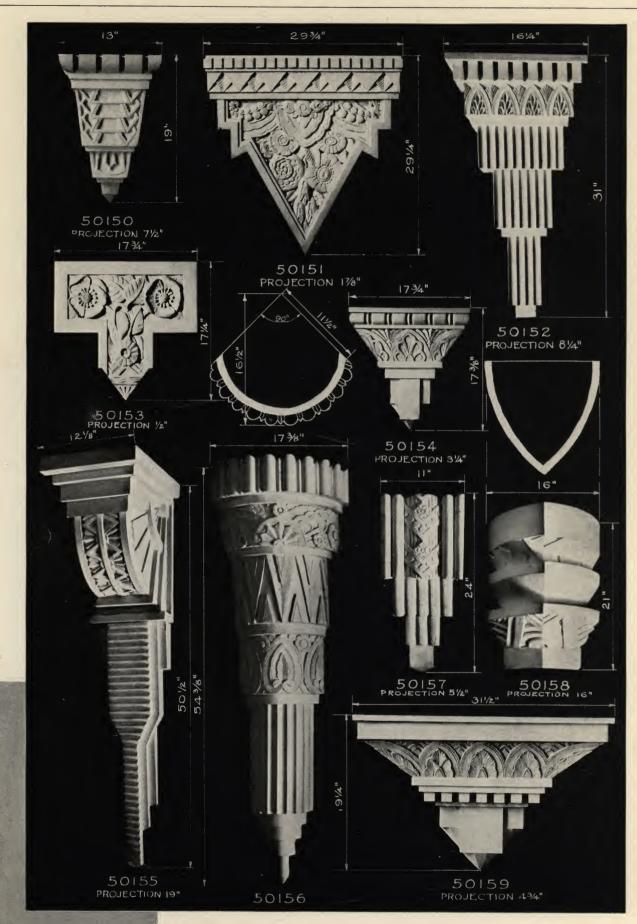
For prices turn to page 31



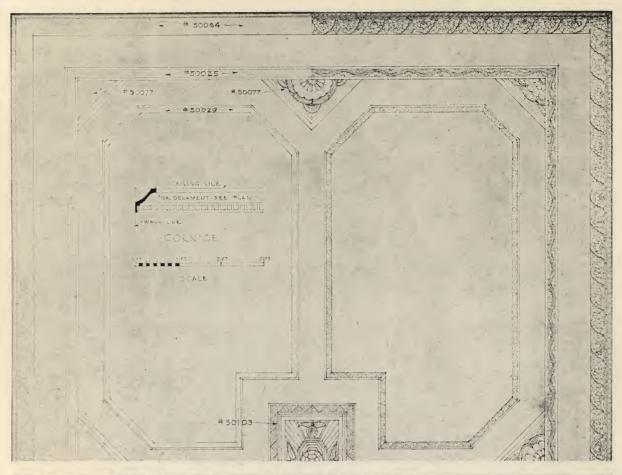
For prices turn to page 31

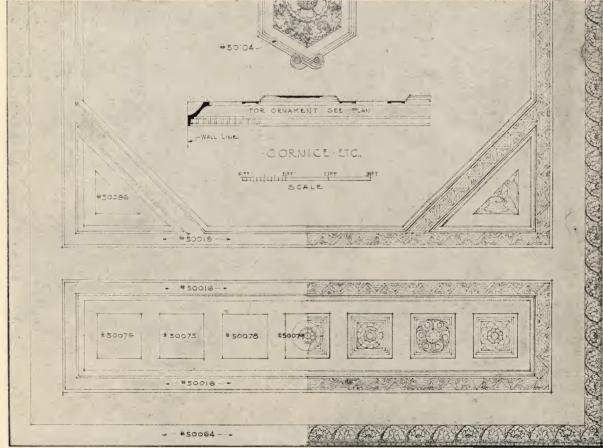


For prices turn to page 31



For prices turn to page 31





For prices turn to page 31

INDEX AND PRICE LIST

PAGE FIVE

50168	
50169	Price based on
50170	quantity on ap-
50171	plication.

PAGE SIX

50250.							,			.\$.25	per	ft.
50251.											.30	10	
50252.											.35	10	1.1
50253.								,			.30	- 11	11
50254.											.30	11	11
50255.	,		,	,		,					.30	11 _	-11
50256.								ì			.40	- 10	1.6
50257.					,	,					.30	ri	3.1
50258.											.30	11	11
50259.				٠							.30	+1	11
50260.											.35	11	11
50261.		,			,						.40	11	11

PAGE SEVEN

50295.										
50296								.40	11	- 11
50297.			ì		,		,	.35	11	-11
50298								35	1.1	11
50299						٠		.35	D	11
50300			ı		,				11	
50301								40	11	10

PAGE EIGHT

50001.							.\$	5.0	00 ea	ach
50002.									00	
50003.								3.0	00	
50004.								.35	per	ft.
50005.								.35	11	
50006.				٠	٠	٠		.30	- 11	
50007.								.30	**	
50008.								.50	11	
50009.				ì				.30	11	
50010.			,			,		.30	- 11	**

50011			ì	į				٠			
50012						,					
50053											
50054							,		.35	11	- 1

PAGE NINE

50021.											.\$.25	per	ft.
50022.		٠								٠		.25	11	1.0
50023.		ì	ì	ì								.30	11	11
50024.					,							.35	D	11
50025.										,		.25	12	1.3
50026		,	,							٠		.35	11	1.1
50027.												.45	11	1.1
50028.			,						٠			.45	- 11	1.1
50029.												.25	- 11	11
50030.							,					.25	- 11	1.1
50031.												.25	11	1.1
50032.		٠			,			,				.30	- 11	1.1
50033.				٠								.45	11	11
50034.			٠		٠							.35	11	1.1
50035.												.45	17	1.7
50036												.45	11	11

PAGE TEN

50278\$.25 per ft.
50279	.25 " "
50280	.25 '' ''
50281	.25 '' ''
50282	.25 '' ''
50283	.25 '' ''
50284	.25 '' ''
50285	.25 '' ''
50286	.25 '' ''
50287	.25 '' ''
50288	.25 '' ''
50289	.25 '' ''
50290	.25 '' ''
50291	.30 '' ''
50292	.35 '' ''
50293	.30 '' ''
50294	.35 '' ''

PAGE FLEVEN

17101														
50262					. \$.40	per	ft.						
50263						.50	11	1.1						
50264						.30	11	-11						
50265						.30	11	1.0						

50266	.30	11	11
50267	.35	11	-11
50268	.35	11	- 11
50269	.35	11	1.1
50270	.35	1.1	- 11
50271	.60	11	- 11

PAGE TWELVE

50302.	,	,	٠						.\$.30		
50303.										.30	11	
50304.						,				.30	11	
50305.										.30	- 11	
50306.										.40	- 11	
50307.										.75	- 11	
50308.				,						.60	11	
50309.										.30	- 0	
50310.										.85	11	1.1

PAGE THIRTEEN

50209\$		
50210	.30 ''	
50211	.30 ''	1.1
50212	.30	
50213	.45 ''	
50214	.50 ''	
50215	.65 ''	
50216	.80 ''	11

PAGE FOURTEEN

50013.			 						
50014.			 					9 11	
50015.							CIT.	- 11	
50016.				,	,		.35	11	
50017.							.40	1.0	
50018.	,						.30		1.1
50019.				,			.30	- 11	
50020.				,			.30	1.1	11

PAGE FIFTEEN

50272\$.60	per	f
50273	11	11
50274	1.1	1
50275	11	- 11
50276	11	- (1
50277	1.1	- 11

PAGE SIXTEEN

50200.		į					,				. \$.45	per	f
50201.												.45	11	
50202.							,					.45	1.1	
50203.								,				.50	11	
50204.				,		,	٠	,	٠			.50	11	
50205.												.65	- 11	
50206.			٠		,		,					.60	- 11	1
50207.												1.25	- 11	
50208.		٠								v		1.50	- 11	- 1



A partial view of our modeling studios

ALGE GEVELITEEN								
	PAGE SEVENTEEN							
50062.	\$2.00 pc							
50063.		11						
50064A		1 11						
50064B		11						
50065A		0 0						
50065B		0						
50066.		11						
		0 0						
		11						
50069								
50069.								
	PAGE EIGHTEEN							
50186.	\$ 3.00	each						
50187.		11						
50188.		1.0						
50189.		1.1						
50190.		11						
		- 11						
50191.								
50192.		11						
50193.								
50194.	9.00	11						
50195.		11						
	PAGE NINETEEN							
E0140	\$ 40.00	each						
		eacii						
		11						
50163.	6.00							
50164.	6.00							
50165.	30.00	11						
		11						
50166.	30.00							
50166. 50167.								
	30.00							
50167.	PAGE TWENTY	0						
50167. 50124.	PAGE TWENTY\$ 3.50	each						
50167.	PAGE TWENTY\$ 3.50	0						
50167. 50124.	PAGE TWENTY\$ 3.50	each						
50167. 50124. 50125.	PAGE TWENTY\$ 3.50	each						
50167. 50124. 50125. 50126. 50127.	PAGE TWENTY\$ 3.50	each						
50167. 50124. 50125. 50126. 50127.	PAGE TWENTY\$ 3.50	each						
50167. 50124. 50125. 50126. 50127. 50128.	PAGE TWENTY\$ 3.50	each						
50167. 50124. 50125. 50126. 50127. 50128.	PAGE TWENTY \$ 3.50 18.00 15.00 5.00	each						
50167. 50124. 50125. 50126. 50127. 50128.	30.00 PAGE TWENTY \$ 3.50 18.00 15.00 5.00 PAGE TWENTY-ONE \$ 6.00	each						
50167. 50124. 50125. 50126. 50127. 50128.	30.00 PAGE TWENTY \$ 3.50 18.00 15.00 5.00 PAGE TWENTY-ONE \$ 6.00 5.00	each						
50167. 50124. 50125. 50126. 50127. 50128. 50100. 50101. 50102.	PAGE TWENTY	each						
50167. 50124. 50125. 50126. 50127. 50128. 50100. 50101. 50102. 50103.	PAGE TWENTY \$ 3.50 18.00 15.00 5.00 PAGE TWENTY-ONE \$ 6.00 5.00 8.00	each						
50167. 50124. 50125. 50126. 50127. 50128. 50100. 50101. 50102. 50103. 50104.	PAGE TWENTY	each						
50167. 50124. 50125. 50126. 50127. 50128. 50100. 50101. 50102. 50103. 50104. 50105.	PAGE TWENTY \$ 3.50 18.00 15.00 5.00 PAGE TWENTY-ONE \$ 6.00 5.00 8.00 10.00 8.00	each " " each " " " " " " " "						
50167. 50124. 50125. 50126. 50127. 50128. 50100. 50101. 50102. 50103. 50104. 50105. 50106.	PAGE TWENTY \$ 3.50 18.00 15.00 5.00 PAGE TWENTY-ONE \$ 6.00 5.00 10.00 8.00 12.00	each """"""""""""""""""""""""""""""""""""						
50167. 50124. 50125. 50126. 50127. 50128. 50100. 50101. 50102. 50103. 50104. 50105. 50106.	PAGE TWENTY \$ 3.50 18.00 15.00 5.00 PAGE TWENTY-ONE \$ 6.00 5.00 8.00 10.00 8.00	each """"""""""""""""""""""""""""""""""""						
50167. 50124. 50125. 50126. 50127. 50100. 50101. 50102. 50104. 50105. 50106. 50107.	30.00 PAGE TWENTY \$ 3.50 18.00 15.00 5.00 PAGE TWENTY-ONE \$ 6.00 5.00 10.00 8.00 12.00 15.00	each """"""""""""""""""""""""""""""""""""						
50167. 50124. 50125. 50126. 50127. 50128. 50100. 50101. 50102. 50103. 50104. 50105. 50106.	PAGE TWENTY \$ 3.50 15.00 15.00 5.00 PAGE TWENTY-ONE \$ 6.00 5.00 10.00 8.00 12.00 15.00 PAGE TWENTY-TWO	each "" "" "" "" "" "" "" "" "" "" "" "" ""						
50167. 50124. 50125. 50126. 50127. 50128. 50100. 50101. 50102. 50103. 50104. 50105.	30.00 PAGE TWENTY \$ 3.50 18.00 15.00 5.00 PAGE TWENTY-ONE \$ 6.00 5.00 8.00 10.000 12.00 15.00 PAGE TWENTY-TWO \$ 3.50	each						
50167. 50124. 50125. 50126. 50127. 50128. 50100. 50101. 50102. 50103. 50104. 50105. 50106. 50107.	PAGE TWENTY \$ 3.50 18.00 15.00 5.00 PAGE TWENTY-ONE \$ 6.00 5.00 8.00 10.00 8.00 12.00 15.00 PAGE TWENTY-TWO \$ 3.50	each						
50167. 50124. 50125. 50126. 50127. 50128. 50100. 50101. 50102. 50103. 50104. 50105. 50106. 50107.	PAGE TWENTY \$ 3.50 18.00 15.00 5.00 PAGE TWENTY-ONE \$ 6.00 5.00 8.00 12.00 15.00 PAGE TWENTY-TWO \$ 3.50 1.00 1.50	each						
50167. 50124. 50125. 50126. 50127. 50128. 50100. 50101. 50102. 50103. 50104. 50105. 50106. 50107.	PAGE TWENTY \$ 3.50 18.00 15.00 5.00 PAGE TWENTY-ONE \$ 6.00 5.00 8.00 12.00 15.00 PAGE TWENTY-TWO \$ 3.50 1.500 1.500	each						
50167. 50124. 50125. 50126. 50127. 50128. 50100. 50101. 50102. 50103. 50104. 50105. 50106. 50107.	PAGE TWENTY \$ 3.50 18.00 15.00 5.00 PAGE TWENTY-ONE \$ 6.00 5.00 8.00 12.00 15.00 PAGE TWENTY-TWO \$ 3.50 1.00 1.50	each						
50167. 50124. 50125. 50126. 50127. 50128. 50100. 50101. 50102. 50103. 50104. 50105. 50106. 50107.	PAGE TWENTY \$ 3.50 18.00 15.00 5.00 PAGE TWENTY-ONE \$ 6.00 5.00 8.00 12.00 15.00 PAGE TWENTY-TWO \$ 3.50 1.500	each						
50167. 50124. 50125. 50126. 50127. 50128. 50100. 50101. 50102. 50103. 50104. 50105. 50106. 50107.	PAGE TWENTY \$ 3.50 18.00 15.00 5.00 PAGE TWENTY-ONE \$ 6.00 5.00 8.00 10.00 8.00 12.00 15.00 PAGE TWENTY-TWO \$ 3.50 1.50 1.50 1.50 1.50 5.00	each						
50167. 50124. 50125. 50126. 50127. 50128. 50100. 50101. 50102. 50105. 50106. 50107. 1 50172. 50173. 50174. 50175. 50176. 50177. 50178.	PAGE TWENTY \$ 3.50 18.00 15.00 5.00 PAGE TWENTY-ONE \$ 6.00 5.00 8.00 10.00 8.00 12.00 15.00 PAGE TWENTY-TWO \$ 3.50 1.50 1.50 1.50 2.00 2.00	each						
50167. 50124. 50125. 50126. 50127. 50128. 50100. 50101. 50102. 50104. 50105. 50106. 50107.	PAGE TWENTY \$ 3.50 18.00 15.00 5.00 PAGE TWENTY-ONE \$ 6.00 5.00 8.00 10.00 8.00 12.00 15.00 PAGE TWENTY-TWO \$ 3.50 1.50 1.50 1.50 1.50 5.00	each						
50167. 50124. 50125. 50126. 50127. 50128. 50100. 50101. 50102. 50103. 50104. 50105. 50106. 50107.	PAGE TWENTY \$ 3.50 18.00 15.00 15.00 PAGE TWENTY-ONE \$ 6.00 5.00 8.00 10.00 12.00 15.00 PAGE TWENTY-TWO \$ 3.50 1.500 PAGE TWENTY-TWO \$ 3.50 1.500 1.500 1.500 1.500 1.500 1.500 1.500 1.500 1.500 1.500 1.500 1.500 1.500	each						
50167. 50124. 50125. 50126. 50127. 50128. 50100. 50101. 50102. 50103. 50104. 50105. 50106. 50107. 1 50172. 50173. 50174. 50175. 50176. 50177. 50178. 50179. 50180. 50181.	PAGE TWENTY \$ 3.50 18.00 15.00 5.00 PAGE TWENTY-ONE \$ 6.00 5.00 10.00 8.00 12.00 15.00 PAGE TWENTY-TWO \$ 3.50 1.50 1.50 1.50 4.00 4.00	each						

50183	1.00	- 11	50046	2.50	- 11
50184	1.00	+1	50047	1.75	11
50185	1.25	11	50048	3.50	11
			50049	3.50	11
PAGE TWENTY-TH	HREE		50050	1.50	1.1
50074\$	3.50	each	50051	3.50	13
50075	2.00	11	50052	1.50	11
50076	2.00	11	33332		
50077	3.50	11	PAGE TWENTY	SIX	
50078	2.00		50056\$		036
50079	2.00	1.1		22.00	eaci.
50080	2.00	11	50057	20.00	11
50081	1.75	1.1	50059	30.00	11
50082	1.00	11		.75 pe	f+
50083	2.00	11			
50084	1.50	11	50061	8.00	eacr
50004	1.00		BACE TWENTY	CVCNI	
50085	2.00	11	PAGE TWENTY-S		
50086		11	50350\$		each
50087	1.00	11	50351	1.50	- 11
50088	1.00	11	50352	1.50	
50089	1.50	- 11	50353	10.00	1.1
50090	1.00	11	50354	2.00	11
50091	1.00	11	50355	2.00	- 11
50092	1.00		50356	10.00	**
50093	1.00	11	50357	25.00	F1
50094	1.50	11	50358	5.00	- 11
50095	1.00	11	50359	2.50	1 11
50096	1.50	11	50360	2.50	11
50097	1.75	11			
50098	1.00	11	PAGE TWENTY-E	IGHT	
50099	1.25	11	50150\$	8.00	eac
			50151	8.00	11
PAGE TWENTY-F			50152	14.00	11
50108\$			50153	6.00	1.1
50109	.75 p	er ft.	50154	6.00	1.1
50110	28.00	each	50155	20.00	- 11
50111	12.00	11	50156	25.00	1.1
50112	35.00	11	50157	8.00	11
50113	40.00	- 11	50158	12.00	11
			50159	12.00	- 11
PAGE TWENTY-	FIVE		30137	12.00	
50037\$	1.00	each	PAGE TWENTY-	NUNIE	
50038	1.00	11			
50039	1.00	11	Modern Ceiling		
50040	1.00	11	Modern Ceiling	N	0. 90
50041	1.00	11	For rooms of odd s	hane	care
50042	1.00	- 11	diagram and we will s		
	1.00		mate. Wherever neces		
50043	1.75	11	ing drawing will be		
50044	1.75	- 11	Price on application.	Turni	snea
50045	1.00		rrice on application.		

A view of our design department





ARCHITECTURAL DECORATING COMPANY 1600 SOUTH JEFFERSON ST., CHICAGO



